

B.C. Rich

B.C. Rich
NJ SERIES

BROCHURE
SEP 2004

BRONZE SERIES

The Bronze series offers the outrageous looks and wicked sounds of B.C. Rich guitars at affordable, entry level prices. Features include fast-action maple necks, high output humbucking pickups and a choice of attractive finishes.



	Warlock WHS	Tribal Warlock WHS	Son of Beast	Mockingbird
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Widow	Widow	Beast	Pointed
Fingerboard:	Rosewood	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/4"	25 1/4"	25 1/4"	25 1/4"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	1 Piece Adjustable	1 Piece Adjustable	1 Piece Adjustable	1 Piece Adjustable
Hardware:	Chrome	Chrome	Chrome	Chrome
Finish:	Blue, Red, Black	Black, Blue, Red	Black-Red Bevels, Black	Red, Blue, Black
Other:		Tribal Body Print		

BRONZE SERIES



	Assassin A	Assassin B	Warlock Bass WHS	Assassin C (Not Pictured)
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Pointed	Pointed	Widow	Pointed
Fingerboard:	Rosewood	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"	34"	25 1/2"
Pickups:	2x Single Coils 1x BDSM Humbucker	2x Single Coils 1x BDSM Humbucker		2x Single Coils 1x BDSM Humbucker
Bridge/Tailpiece:	Adjustable/Stop	Acutone Tremolo	1 Piece Adjustable	Floyd Rose Tremolo
Hardware:	Chrome	Chrome	Chrome	Chrome
Finish:	Black, Red, Blue	Blue, Red, Black	Black, Metallic Red	Black, Red, Blue
Other:				

BODY ART

The Body Art series is a limited edition collection of unique guitars featuring outrageous body artwork from renowned artists such as Kit Rae and Bruce Kroeber.

Body Art "The Fly" Warlock WHS

Body Art "40 Lashes" Mockingbird

Body Art "Umethar" Jr V

Body Art "Bich's Back" Bich

	"The Fly" Warlock WHS	"40 Lashes" Mockingbird	"Umethar" Jr V	"Bich's Back" Bich
Body/Neck:	Bass Wood/Maple	Bass Wood/Maple	Bass Wood/Maple	Bass Wood/Maple
Headstock:	Widow	Traditional	Widow	Traditional
Fingerboard:	Rosewood	Rosewood	Rosewood	Rosewood
Inlay:	Diamond	Diamond	Diamond	Diamond
Neck Join:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"	25 1/2"	25 1/2"
Pickups:	1x BDSM Humbucker	2x BDSM Humbuckers	1x BDSM Humbucker	2x BDSM Humbuckers
Bridge/Tailpiece:	Adjustable/Thru-body	Adjustable/Thru-body	Adjustable/Thru-body	Adjustable/Thru-body
Hardware:	Black Chrome	Black Chrome	Black Chrome	Chrome
Finish:	The Fly	40 Lashes	Umethar	Bich's Back

Other:

ACRYLIC SERIES

What more can you say about a B.C. Rich Acrylic guitar that isn't immediately obvious? Each model features a 35mm thick acrylic body with matching backplate covers, new all-wood neck/headstock construction and unbeatable stage presence. A clear winner on all accounts!



Acrylic Warlock WHS

Acrylic Mockingbird

	Warlock WHS	Mockingbird
Body/Neck:	Acrylic/Maple	Acrylic/Maple
Headstock:	Widow	Traditional
Fingerboard:	Rosewood	Rosewood
Inlay:	Dot	Dot
Neck Join:	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Adjustable/Stop	Adjustable/Stop
Hardware:	Chrome	Chrome
Finish:	Ice, Red	Ice, Green

Other:

PLATINUM SERIES

B.C. Rich Platinum Series provide serious playability, hot looks and most importantly, killer tone! Features include rock-solid agathis wood bodies with maple wood fingerboards, high output humbucking pickups and a selection of different finish options.



	Warlock WHS	Mockingbird	Beast
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Widow	Traditional	Beast
Fingerboard:	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"	25 1/2"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Adjustable Thru-body	Adjustable Stop	Adjustable Thru-body
Hardware:	Chrome	Chrome	Chrome
Finish:	Metallic Red, Satin Black, Black, Caution, Tombstone	Tombstone, Black, Metallic Blue	Metallic Red, Black, Metallic Blue
Other:	7-String (Black), Left-hand (Black)		

PLATINUM SERIES



	Assassin ASM	Ironbird	Bich
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Pointed	Pointed	Traditional
Fingerboard:	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"	25 1/2"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	ST-3 Tremolo	Adjustable Thru-body	Adjustable/Stop
Hardware:	Chrome	Chrome	Chrome
Finish:	Tombstone	Black	Metallic Blue, Black, Metallic Red
Other:			

PLATINUM SERIES



	Virgin WHS	Jr V WHS	Virgo
Body/Neck:	Agathis/Maple	Agathis/Maple	Mahogany/Maple
Headstock:	Widow	Widow	Beast (12% smaller)
Fingerboard:	Rosewood	Rosewood	Ebony
Inlay:	Dot	Dot	Blood Drop
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/4"	25 1/4"	25 1/4"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	1x Hot Rails Humbucker (not shown) 1x BDSM Humbucker
Bridge/Tailpiece:	Adjustable/Thru-body	Adjustable/Thru-body	Adjustable/Thru-body
Hardware:	Chrome	Chrome	Black Chrome
Finish:	Black, Metallic Blue	Black	Blood-Onyx Bevels (Red & Black), Onyx-Blood Bevels (Black & Red)

PLATINUM BASS SERIES



	Warlock WHS Bass	Mockingbird Bass	Beast Bass (Not Pictured)
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Widow	Traditional	Beast
Fingerboard:	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale:	34"	34"	34"
Pickups:	2x P-Style	2x P-Style	2x P-Style
Bridge/Tailpiece:	1 Piece Adjustable	1 Piece Adjustable	1 Piece Adjustable
Hardware:	Chrome	Chrome	Chrome
Finish:	Black, Metallic Blue	Black, Natural, Tombstone	Metallic Red, Black, Metallic Blue
Other:			

PLATINUM PRO SERIES

The B.C. Rich Platinum Pro series offers lots of cool professional features such as licensed Floyd Rose® double locking tremolo systems, matching head/neck finishes and black hardware. Premium features at affordable prices, be ready to be amazed!



	Warlock WHS	Beast	Mockingbird
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Widow	Beast	Traditional
Fingerboard:	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"	25 1/2"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Floyd Rose tremolo	Floyd Rose Tremolo	Floyd Rose Tremolo
Hardware:	Black Chrome	Black Chrome	Black Chrome
Finish:	Caution, Tombstone, Satin Black, Black, Metallic Red, Metallic Blue	Tombstone, Metallic Red, Black	Black, Metallic Blue
Other:	7-String (Black), Left-hand (Black)		

PLATINUM PRO SERIES



	Ironbird	Assassin ASM	Bich	Virgin WHS
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Printed	Printed	Traditional	Widow
Fingerboard:	Rosewood	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Scale:	25"	25"	25"	25"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Floyd-Rose Tremolo	Floyd-Rose Tremolo	Floyd-Rose Tremolo	Floyd-Rose Tremolo
Hardware:	Black Chrome	Black Chrome	Black Chrome	Black Chrome
Finish:	Shadow	Shadow	Shadow Black Metallic Blue	Black
Other:				

NJ SERIES SPEEDLOADER

The all-new NJ Series takes the Floyd Rose Speedloader Tremolo system and allows a complete set of 33 different combinations. Other features of the NJ Series include a quilted finish, a 7-string option, and a 100-watt output.



	Warlock WHS	Assassin ASM	Beast	Mockingbird
Body/Neck	Mahogany/Maple	Mahogany/Maple	Mahogany/Maple	Mahogany/Maple
Neck	Widow	Pointed	Beast	Traditional
Fingerboard:	Ebony	Ebony	Ebony	Ebony
Inlay:	Diamond	Diamond	Diamond	Diamond
Neck Join:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25"	25 1/2"	25"
Pickups	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Floyd Rose Speedloader Tremolo	Floyd Rose Speedloader Tremolo	Floyd Rose Speedloader Tremolo	Floyd Rose speedloader Tremolo
Hardware	Black Chrome	Black Chrome	Black Chrome	Black Chrome
Finish:	Trans Red, Trans Blue, Trans Black, Black	Trans Blue, Trans Red, Black	Trans Red, Trans Blue, Black	Trans Blue, Trans Red, Black
Other:	Quilted veneer on Trans Finishes 7-String, left-hand 'No Speedloader'	Quilted veneer on Trans Finishes	Quilted veneer on Trans Finishes	Quilted veneer on Trans Finishes

NJ SERIES-SPEEDLOADER



	Virgin WH5	Jr V	Ironbird (Not Pictured)	Bich (Not Pictured)
Body/Neck	Mahogany/Maple	Mahogany/Maple	Mahogany/Maple	Mahogany/Maple
Headstock	Widow	Widow	Pointed	Traditional
Fingerboard	Ebony	Ebony	Ebony	Ebony
Inlay	Diamond	Diamond	Diamond	Diamond
Neck Join:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Scale:	25"	25"	25"	25"
Pickups	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Floyd Rose Speedloader Tremolo	Floyd Rose Speedloader Tremolo	Floyd Rose Speedloader Tremolo	Floyd Rose Speedloader Tremolo
Hardware:	Black Chrome	Black Chrome	Black Chrome	Black Chrome
Finish:	Black	Black	Black	Trans Blue, Trans Red, Black
Other:				Quilted veneer on Trans Finishes

WJ RANGER



Body/Neck

Headstock:

Fingerboard

Inlay

Neck Join

Scale:

Pickups:

Bridge/Tailpiece

Hardware

Finish

Other

WJ Ranger Bass

Mahogany/Maple

Widow

Ebony

Diamond

Bolt-on

34"

2x P-Style Active

1 Piece Adjustable

Black Chrome

Trans Red, Natural, Black

Quilted veneer on Trans Finishes

5-String 25.5"

Beast Bass

Mahogany/Maple

Beast

Ebony

Diamond

Bolt-on

34"

2x P-Style Active

1 Piece Adjustable

Black Chrome

Trans Red, Black

Quilted veneer on Trans Finishes

Mockingbird Bass

Mahogany/Maple

Traditional

Ebony

Diamond

Bolt-on

34"

2x P-Style Active

1 Piece Adjustable

Black Chrome

Trans Red, Natural, Black

Quilted veneer on Trans Finishes

NJ NECK-THRU SERIES

B.C. Rich Neck-Through guitars feature a design that creates maximum sustain and a throaty sounding axe!



Body/Neck:
Headstock:
Fingerboard:
Body:
Neck Join:
Scale:
Pickups:
Bridge/Tailpiece:
Hardware:
Finish:
Other:

Warlock WHS
Maple/Maple
Yellow
Ebony
Diamond
Neck-Through
24
2x B.C. SM Humbuckers
Fixed Bridge Tremolo
Black Chrome
Trans Black Black
Jaded Veneer or Trans Finish

Mockingbird
Maple/Maple
Yellow
Ebony
Diamond
Neck-Through
24
2x B.C. SM Humbuckers
Fixed Bridge Tremolo
Black Chrome
Trans Black
Quilted Veneer or
Jaded Veneer or Trans Finish

Warlock WHS Bass
Maple/Maple
Yellow
Ebony
Diamond
Neck-Through
24
2x B.C. SM Humbuckers
Fixed Bridge Tremolo
Black Chrome
Trans Black Black
Jaded Veneer or Trans Finish

NJ CLASSIC SERIES

The NJ Classic series captures the essence of early 70's collectible B.C. Rich models. Features include mahogany body wings, walnut for the neck, and a quilted veneer top. The NJ Classic series is available in three models: Mockingbird, Bich, and Warlock WHS (Not Pictured).



	Mockingbird	Bich	Warlock WHS (Not Pictured)
Body/Neck	Mahogany/Maple	Mahogany/Maple	Mahogany/Maple
Headstock	Traditional	Traditional	Woods
Fingerboard:	Ebony	Ebony	Ebony
Inlay	Cloud	Cloud	Cloud
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale	25"	25"	25"
Pickups	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Adjustable/Stop	Adjustable/Stop	Adjustable/Stop
Hardware:	Chrome	Chrome	Chrome
Finish:	Antique Natural	Antique Natural	Antique Natural
Other:	Quilted veneer Top. Walnut Body Stringers	Quilted veneer Top. Walnut Body Stringers	Quilted veneer op. Walnut Body Stringers

EXCLUSIVE SERIES



Body/Neck
Headstock
Fingerboard:
Inlay
Neck Join.
Scale:
Pickups.
Bridge/Tailpiece.
Hardware
Finish

SN-EM1
Mahogany/Maple
Traditional
Exotic
Oval
Set
24.75"
2x BDSM Humbuckers
Adjustable/Stop
Chrome
Trans Amberburst, Cranberryburst
Black
Oiled Maple Cap

NT-EM1
Mahogany/Maple
Traditional
Ebony
Block
Neck Thru
25"
2x BDSM Humbuckers
Adjustable/Stop
Gold
Black
Maple Cap

INNOVATOR F.A.S.T. SERIES



Body/Neck:
Headstock:
Fingerboard:
Inlay:
Neck Join:
Scale:
Pickups:

Innovator 4 Bass

Chesswood/Maple
Bernardo 4
Ebony
Diamond
Bolt-on
35"
2x EMG HZ
Active Humbuckers
1 piece Adjustable
Gold
Natural Trans Aqua
Oiled Veneer Top

Innovator 5 Bass

Chesswood/Maple
Bernardo 5
Ebony
Diamond
Bolt-on
35"
2x EMG HZ
Active Humbuckers
1 piece Adjustable
Gold
Trans Aqua Natural
Oiled Veneer Top

ACOUSTIC SERIES



	Thinline Warlock WMS	Thinline Warlock WMS	Eagle
Body/Neck	Korea Maple	Korea Maple	Asi Mahogany
Headstock	Widow	Traditional	Traditional
Fingerboard	Rosewood	Rosewood	Rosewood
inlay	Dot	Dot	Diamond
Neck Join	Bolt-on	Bolt-on	Set
Scale	25	25	25
Pickups	Passive Active Pre-amp & EQ	Passive Active Pre-amp & EQ	Passive Active Pre-amp & EQ
Bridge/Tailpiece	Rosewood Pinless	Rosewood Pinless	Rosewood Pinned
Hardware	Chrome	Chrome	Chrome
Finish	Trans Black Trans Red Black No Quilt Top Flame Veneer Tapering Hubs	Trans Red Trans Black Black No Quilt Top Flame Veneer Tapering Hubs	Trans Black Trans Amberburst Trans Blue Black Black No Quilt Top Flame Veneer
Other			

SIGNATURE SPECIAL SERIES

The Signature Special series has been developed out of B.C. Rich Signature models to a wider range of affordable. They capture the vibe of the more expensive models. Each pack comes complete with gig bag and poster! What more could you ask for?



	Kerry King Wartribe 1	Trapp Eisen Wave	Kerry King KKV	Mick Thomson M7
Body/Neck	Basswood/Aple	Basswood/Aple	Basswood/Aple	Basswood/Aple
Fingerboard:	Beasi	Tramontia	Beasi	Wenge
Inlay:	Rosewood	Rosewood	Rosewood	Rosewood
Neck Join:	2" Fret Inlay	Diamond 2" Fret Satin X Logo	12" Fret Inlay	12" Fret Inlay
Pickups:	Bolt-on	Bolt-on	Bolt-on	Bolt-on
Bridge/Tailpiece:	2x BCR Humbuckers	2x BCR Humbuckers	2x BCR Humbuckers	2x BCR Humbuckers
Finish:	1 Piece Adjustable	Adjustable	1 Piece Adjustable	1 Piece Adjustable
Other:	Black Chrome	Black Chrome	Black Chrome	Chrome
	Black/Red Wartribe Print	Gun Metal Grey	Black Tribal Print	Black
	Includes Gigbag, Strap, Poster	Includes Gigbag, Strap, Poster	Includes Gigbag, Strap, Poster	Includes Gigbag, Strap, Poster
	Picks & Tuner	5 Picks	Picks & Tuner	8 Picks

NJ SIGNATURE SERIES

B.C. Rich has teamed up with the hottest players in Metal to offer you the NJ Signature series. Get the look, feel and ruthless tone associated with the NJ Signature series.



	Kerry King KKV Tribe	Mick Thomson M7
Body/Neck:	Maple/Maple	Mahogany/Maple
Headstock:	Widow	Widow
Fingerboard:	Rosewood	Rosewood
Inlay:	Diamond	"Hate"
Mask/Jam:	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"
Pickups:	2x EMG-HZ Humbuckers	2x EMG-HZ Humbuckers
Bridge/Tailpiece:	Floyd Rose Tremolo	1 Piece Quad
Hardware:	Black Chrome	Black Chrome
Finish:	Black-White Tribal Print	Black, Red
Other:	Includes Fitted Hardcase	1/4" Maple Cap

METAL MASTER PACKS

B.C. Rich Metal Master packs include everything you need to get playing straight out of the box! You have the choice of 2 fantastic Bronze series guitars supplied with a B.C. Rich BCL-10 guitar amplifier, gigbag, guitar strap, 10' guitar cable and picks!

Tribal Warlock WHS Metal Master Pack

BCL-10 Guitar Amp

- 12 Watt Output Power
- 6.5" Special Design Speaker
- Built-in Distortion
- Headphone Output Jack
- Volume, Gain, Edge & Grind
- Widow Headstock Sides

S.O.B. (Son of Beast) Metal Master Pack

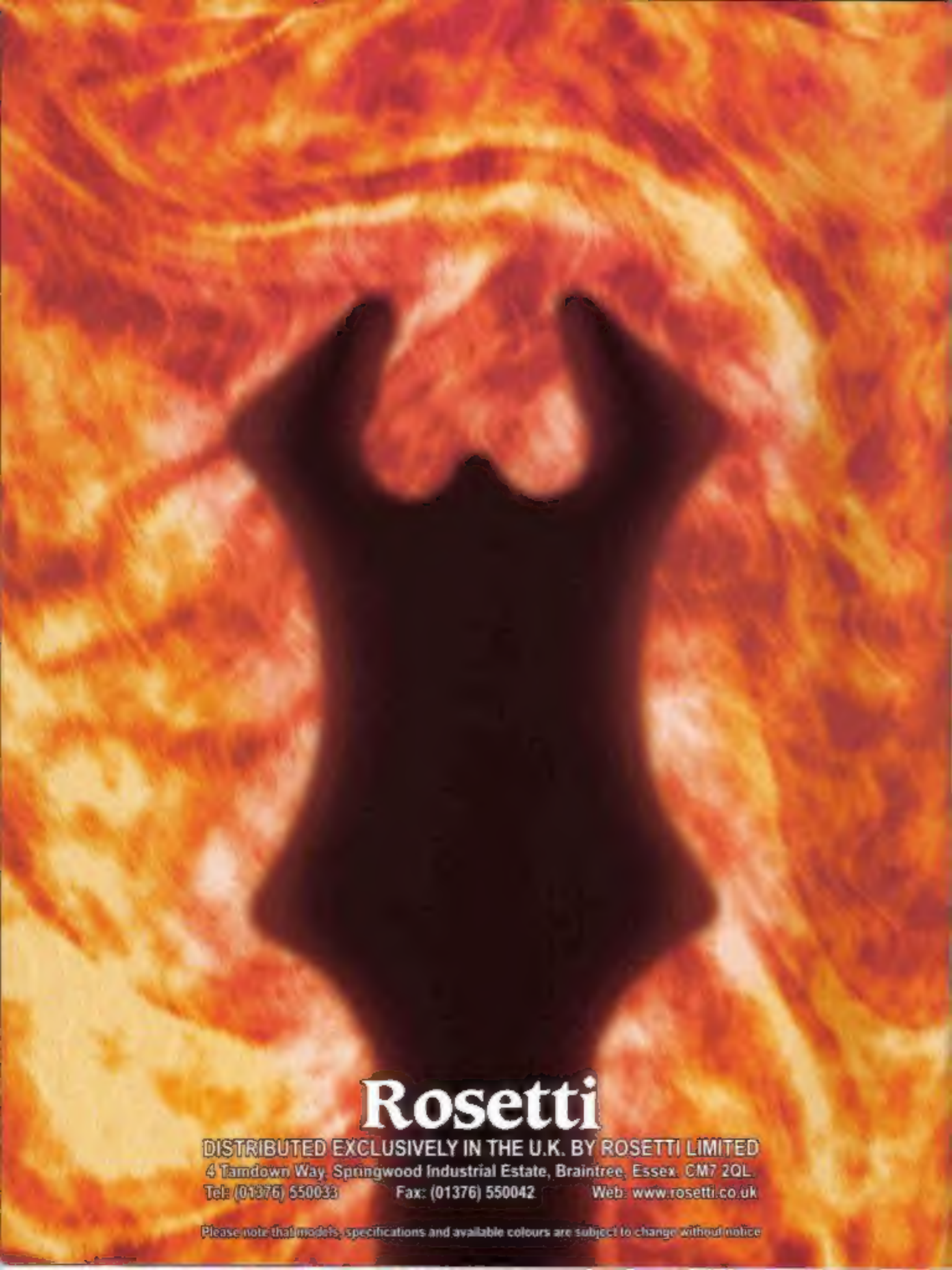
	Tribal Warlock Metal Master Pack	S.O.B. Metal Master Pack
Body/Neck:	Basswood/Maple	Basswood/Maple
Headstock:	Widow	Beast
Fingerboard:	Rosewood	Rosewood
Inlay:	Dot	Dot
Neck Join:	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	1 Piece Adjustable	1 Piece Adjustable
Hardware:	Chrome	Chrome
Finish:	Black-White Tribal Print	Black
Other:	Includes BCL-10 Amp, Gigbag, Strap, 10' Cable and Picks	Includes BCL-10 Amp, Gigbag, Strap, 10' Cable and Picks

SPECIAL EDITION SERIES

B.C. Rich Special Edition models offer unique specifications and finishes unavailable anywhere else in the current range.



	SE Platinum Warlock WHS	SE Platinum Pro Warlock WHS	SE Platinum Pro Beast
Body/Neck:	Agathis/Maple	Agathis/Maple	Agathis/Maple
Headstock:	Widow	Widow	Beast
Fingerboard:	Rosewood	Rosewood	Rosewood
Inlay:	Dot	Dot	Dot
Neck Join:	Bolt-on	Bolt-on	Bolt-on
Scale:	25 1/2"	25 1/2"	25 1/2"
Pickups:	2x BDSM Humbuckers	2x BDSM Humbuckers	2x BDSM Humbuckers
Bridge/Tailpiece:	Adjustable/Thru-Body	Floyd Rose Tremolo	Adjustable/Thru-Body
Hardware:	Black Chrome	Black Chrome	Chrome
Finish:	Onyx	Pearl White/Black Binding	Onyx-Green Bevels
Other:	Full Body Silver Scratchplate		



Rosetti

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Please note that models, specifications and available colours are subject to change without notice